



B2B marketing awards 06

Details of winning entries
and runners up from the
B2B Marketing Awards 2006

Organised by:

**B2B
marketing**
success through information



EXCELLENCE IS A STATE OF MIND

I struggle to believe that there are many practitioners who await the list of the winners of these awards as eagerly as I do. It's certainly the best insight into who's doing what and who's doing it best in the world of B2B, and for us is the culmination of a year's hard work.

But the fact that we succeeded in selling out the gala dinner in around a month – filling a venue almost twice the size as that used for the first year of the B2B Marketing Awards – suggests that I'm far from the only one who cares about the results.

So what's all the fuss about? Why are companies both large and small, and in a diverse range of sectors, so keen to be a part of this world of business marketing? The answer is that they always have been, except that until these awards came along

they, didn't have a medium to acknowledge or celebrate the excellent work that many were regularly producing.

A case in point is the professional services sector, which for my money is the biggest winner from the B2B Marketing Awards 2006. Received wisdom is that this industry has a very limited understanding and appreciation of marketing... and yet here we are with three companies from this sector winning categories. Capgemini, Grant Thornton and Lewis Silkin take a bow.

This proves beyond doubt that



producing excellent marketing does not depend on what sector your company operates in: it depends on the skills, professionalism and resourcefulness of the marketing decision maker, their team and (last but by no means least) their agency. In other words, it's not where you're from, it's where you're at.

So I hope you enjoy and are inspired by this guide to the best-of-the-best in B2B. Thanks to all those clients and agencies who entered and supported the event, and congratulations to the winners.

Joel Harrison
Editor, *B2B marketing*

B2B
marketing

B2B MARKETING IS IN RUDE HEALTH

Having gone through the process of organising the second awards event dedicated to recognising excellence in B2B marketing, I'm more convinced than ever about the health of the industry.

My acid test for the B2B Marketing Awards' success has always been the number and quality of submissions. By these criteria this year's awards will be twice as successful as the inaugural event last year.

What's really exciting for me is that there are obviously loads of people out there who are as passionate about B2B as I am; and are just dying to showcase (do I mean boast about?) the excellent work they are producing.

Even those cynics who sneered at awards before having won one last year have been swept away in the excitement

of being recognised by their peers as doing excellent work. And quite right too! We in the industry know that B2C is easy by comparison and B2B is where innovation, creative thinking and targeting developments are much tougher to come by.

This is why we've linked the B2B Marketing Awards with the Business 2 Business 2006 Conference this year. The conference, now in its fourth year, is the must-attend event for hearing the latest developments and thinking in B2B marketing. This year we've set aside two



sessions to showcase selected shortlisted and winning submissions from the awards, so that winners can publicly bask in the glory of their creative and innovative thinking and delegates can really get to grips with the detail of why the submission impressed the judges.

So thank you for supporting these awards, have an enjoyable evening with us at a fantastic venue with a whole load of other B2B passionates, and I look forward seeing you at the conference in two weeks time.

Simon Lawrence
CEO, Information Arts



JUDGES' COMMENT

BEHIND EVERY GOOD AGENCY, THERE'S A GOOD CLIENT

This, the second year of the **B2B Marketing Awards**, saw a twofold increase in submissions across categories. Clearly this was testimony to the growth in interest of B2B marketing generally and the high esteem in which these awards are held, with many of the companies nominated being quick off the mark to publish this fact on their websites. The broad range of categories allowed for the recognition of many skills and talents in the industry. Entries that rose above others contained a strong measure of results in their submissions.

Many of the agencies taking part showed a good understanding of the often-complex commercial environment their clients were operating in, but only rarely was this understanding translated into compelling, exciting and elegant

creative expression.

It was evident when agencies and clients had worked in a symbiotic way, and when this critical element was missing. Most of the potent and successful ideas came from a close collaboration where clients were clear about their business needs and agencies bonded their solutions firmly to those needs, adding measurable commercial value to their clients' business. In the main these awards are about recognising suppliers; but none are possible without client input. It is the client who – apart from providing the opportunity to do great work – gives support and guidance through what can often be a multi-layered approval process



to see a campaign through. It is the client who ultimately agrees to showcase their work at these awards.

So, thanks must go the many who took the time to submit their work for scrutiny, and the effort made (at least by most of them) in preparing

interesting, relevant and digestible entries. Thanks must also go to each of the judges for lending their time, professional expertise, resolve and tireless application in giving each entry a fair hearing and, ultimately, casting a vote for the winners.

Peter Young

Chair of the Judges
Board member, ABBA (Association of Business-to-Business Agencies)

THE JUDGING PANEL

The following individuals participated in the judging of the B2B Marketing Awards 2006:

MARK ALLATT: Global Brand Director, Deloitte

JOHNNY BARRADALE: Joint MD, Blac

NAOMI BROAD: Marketing Communications Manager, G4S

PAUL CASH: Director, Tidalwave

ANDREW COLWELL: Marketing Director, LBM

STEVE DYER: MD, Clockwork IMC

RICHARD LLOYD: MD of Business Information, Experian

DAVID MILLICAN: Head of Communications, Xerox

ORLA SPELMAN: Senior Marketing Communications Manager, Lloyds TSB Corporate Banking

FIONA STEVENS: Director of Marketing & Strategy, The Crocodile

MIKE STEVENSON: Marketing Director, Michael Page International

CHRIS THOMAS: Director, Impaq

SUE WALTERS: Business Analysis Manager, Experian

ROBIN WHITE: Marketing Director, Ryder

The B2B Marketing Awards has been organised by B2B Awards Ltd. In association with Silver Bullet Publishing Ltd and Information Arts.

For more information go to:
www.b2bmarketingawards.co.uk

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CATEGORY 01: B2B MARKETER OF THE YEAR

SPONSORED BY



WINNER: TONY MASSEY

GROUP SALES & MARKETING DIRECTOR, HH PRINT MANAGEMENT

Tony Massey joined HH Print Management as group sales and marketing director in August 2004 with a brief to develop sales and marketing propositions, including the formation of an end-to-end client acquisition team, branding and communication programme.

On appointment, Massey recruited three former colleagues holding permanent positions with rival companies to support his sales strategy for the business. He developed an industry leading client acquisition programmes with a team of specialists in client research and contact management, marketing and communications and business development.

This team includes a dedicated market researcher, marketing and bid manager and business development consultants. These specialists engage with clients at different levels of the marketing and acquisition cycle yet work in total cohesion.

Robert Macmillan, MD at HH, comments, "Tony is without doubt the best strategic development director that I have ever come across and, together with his enthusiasm and tremendous work ethic, has been the best appointment I have made and will ever make in my business."

Developing a strong team was one of three core elements in Massey's marketing strategy. The others included a rebrand and realignment of the company's core identity, and a tailored package of agencies, software solutions and partnerships to provide HH with the agility to grow by more than 100 per cent year-on-year.



The team is complemented by a CRM system, tendering asset tool and research tool. HH has also invested in online advertising via referral and direct search tools, while the web-analysis system allows the company to view visitor profiles and enables the client researcher to pursue anyone showing interest.

Under Massey's direction the company rebranded in 2005 to differentiate it as an independent print and marketing services provider in an industry dominated by manufacturing-led print companies. While competitors were concentrating on financial services and banking clients, HH has developed a client niche with a strong B2C focus. The company also has a strong corporate culture not previously reflected in its brand or communications. In addition, the brand needed to appeal to a continental market as HH was developing into mainland Europe. While the creative treatment of the resulting brand was performed by agency The Chase, Massey's

direction in developing a corporate message was highly instrumental in the overall rebrand. As MD, Macmillan says, "The rebrand has worked so well for HH that we now find our peers emulating our approach."

With a limited marketing budget of £100,000 in 2005, Massey added a great deal of value to the company. The rebrand and strategic positioning for future growth, advertising using the core messages, and an effective client acquisition programme have all contributed

to the company's exceptional growth.

The core results for HH are a growth of £20.5 million in the year ending March 2006, contractual commitments exceeding £72.1 million, a 10-fold increase in sales appointments and tendering activity on 2003, plus a 283 per cent increase in the average monthly website hits after the rebrand and online campaigning. The corporate strategy is to grow the company to £100 million by March 2007, but HH currently expects to reach this target by the last quarter of 2006.

"Within 18 months, HH has grown to be considered as both an innovator and a market leader," says Macmillan, "ROI stands at many thousands of per cent and the marketing department has the full support of the board in adopting a more market-led approach."

HH's success and 143 per cent growth in turnover over the past year is directly attributable to the contribution of Tony Massey and his unfaltering commitment, flair and innovation.

CATEGORY 02: AGENCY OF THE YEAR

SPONSORED BY



WINNER: MASON ZIMBLER

CLIENTS: MICROSOFT, SAS, MESSAGELABS

Mason Zimbler's work is invariably high-profile, high-impact and full of challenges. Its success means that it develops strong, long-standing relationships with its clients.

During Mason Zimbler's first campaign for MessageLabs, the infamous LoveBug virus hit with MessageLabs the first to stop and name it and protect its customers. The agency immediately recognised the opportunity to maximise awareness.

Jos White, president and chief marketing officer at MessageLabs, comments, "The speed of Mason Zimbler's response was fantastic. Their proactive approach meant that we had a LoveBug ad by the end of the day as well as media booked for the weekend press; outstanding."

SAS, like MessageLabs, recognises Mason Zimbler as an agency that delivers effective creative advertising. One above-the-line campaign initiated five high-level



opportunities for SAS and raised awareness within its target market by eight per cent practically overnight. Mason Zimbler is currently working on two 3D DM campaigns for SAS, targeting board-level directors with creative inspired by the World Cup and drawing on the firm's sponsorship of sport events.

Following a rigorous pitch, Mason Zimbler started working with Microsoft in 2003. After demonstrating its ability to work with up to 10 marcoms managers at a time, Mason Zimbler was invited to pitch for a campaign for which one of Microsoft's

global agencies had failed to deliver. The task was to create a multi-tiered campaign targeting three UK audiences about the importance of licencing their PCs. Mason Zimbler presented concepts for the campaign 'Obvious' in just three days and was awarded the project.

The agency's most recent major brief was to devise a theme for a government and private-sector alliance project 'Get Safe Online'. The primary goal was to help individuals and small businesses secure themselves against Internet threats. Research revealed that 33 per cent of the general public were aware of the campaign with 75 per cent more likely to have backed up their files in the four weeks after the campaign.

The agency's reputation is one of reliability. Nick Barley, business & marketing officer at Microsoft, says, "Invariably deadlines are very tight, but Mason Zimbler works tirelessly to deliver on time and on budget. They have proved time and again it's an agency that gets the job done."

RUNNER UP: BIRDDOG

CLIENTS: CAUSEWAY TECHNOLOGIES, EQOS, NICKLEBY

Birddog obtains results for its clients by being vocal and visible advocates of B2B communications. The agency provides an integrated balance of strategic planning and creative execution, which results in a demonstrable ROI.

Causeway provides software and services to support the successful delivery of construction projects and recognises the need for clarity and focus across its operating divisions. Birddog unpicked and then rebuilt the Causeway brand to offer clarity, consistency and value to both internal



and external audiences. Web rankings improved by 277 per cent for causeway.com over the last three-month period and

responses to monthly mailings have increased by an average of 30 per cent.

Eqos pioneered the development of web technologies for B2B supplier management. The firm commissioned Birddog to deliver a creative that would refresh its brand image particularly at speaker events and exhibitions that are Eqos' main

method of lead generation. The 'Escape the Box' concept resulted in event traffic to Eqos' stand at a recent US exhibition increasing by 250 per cent. Mike Quinn, CEO at Eqos, says, "The imagery was fantastic. Lots of white space, clean and fresh. The best stand in the show by far."

Nickleby supports retail chains across the UK and approached Birddog looking for a creative solution for its facilities management offering. The result is a brochure that helped Nickleby agree a deal worth around £105 million over the next three years. Nick Smale, CEO at Nickleby, comments, "Our brochure's just like a money-magnet. Whenever we wave it in front of people they offer us cash. It's unbelievable..."

CATEGORY 03: SUPPLIER OF THE YEAR

WINNER: DQM GROUP

CLIENTS: ROYAL MAIL, PHONES 4U, YELL GROUP

DQM Group is a fast-growing independent data, information and consulting company, which focuses on helping leading organisations protect and grow the value of their customer data. It uses data tracking and sales compliance solutions to combat the misuse of data. In the last six months DQM has launched its tracking service in six European countries.

DQM's data development and bureau services work for Royal Mail has included the development of the Royal Mail Business Changes File.

Helen Poole, senior product manager of B2B Data Services at Royal Mail, says, "We certainly would not be where we are today without the expertise commitment and fantastic service provided by DQM Group." DQM works on a fully risk-reward basis, which ensures that the group's objectives are aligned with those of its clients.



DQM's involvement with the Phones 4U Customer Excellence Programme includes monitoring customer experiences and mystery shopping. Phones 4U demands a supplier that delivers high standards and quality results.

Trevor Moore, customer excellence director at Phones 4U, comments, "DQM Group consistently delivers for us. Their responsiveness and commercial approach has helped our stores drive far higher standards, which in turn is reflected in improved business success."

Using DQM Group's data security service, Yell Group has detected and deterred many thousands of

telemarketers and direct mailers who abuse its data. Yell has also won a major High Court case on the strength of DQM's evidence.

Nigel Ridgeon, head of analysis & information at Yell Group, comments, "I especially value the bespoke operational management process DQM developed to generate and deliver the entire volume of our initial and second legal warning letters to apparent abusers, thus freeing Yell's legal department specialists."

DQM Group is committed to helping raise industry standards. Its four-fold growth in the last two years reflects the demand for its core, fast, friendly and flexible services and product innovation.

The supplier's work to reduce the levels of the misuse of data (over 50,000 cases reported) and raise the quality of mail delivery is making a positive impact on the image and effectiveness of the direct marketing industry.

RUNNER UP: D&B

CLIENTS: BP, SHELL GAS DIRECT

D&B delivers the information, tools and company insight that businesses need to make profitable decisions. Using the D&B platform, professionals in sales and marketing, supply management and credit and finance can drive profitable relationships with customers, prospects and suppliers worldwide.

By tailoring its services to its clients' needs, D&B not only helps businesses to uncover connections, patterns, customer behaviour and prospects from its own data, but also provides the advantage of skilled manipulation of third-party data.

Ben Tomlinson, systems analyst at BP, explains, "D&B began working with us to make more of our customer data. First they mapped our sales territories onto

their UK company database. Next we drew up a set of external criteria from D&B's extensive database including key financial information and industry type. Then we began prospecting for companies sharing the attributes of our best customers."

Recent developments within D&B



includes its co-operation with subsidiary Hoover's, providing a unified view of the two companies' combined data. Users can now search both from a single interface.

D&B's strength lies in its scale, tailor-made services and the fact that people – not just machines – analyse the data. As Beverly Peeling, marketing manager at Shell Gas Direct, says, "In a highly regulated sector like utilities, it's impossible to get all the information you'd want about customer usage. It is therefore important to use what we do know to best advantage. D&B are helping us spot trends we had never detected before, and we're beginning to see how we can use modelling and analysis to target more efficiently."

CATEGORY 04: BEST NEW MARKETING PRODUCT OR SERVICE

SPONSORED BY

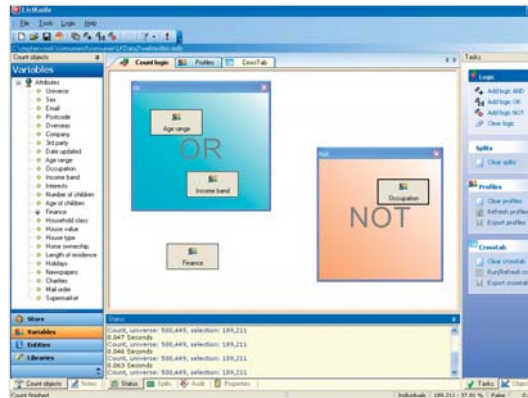


WINNER: LOGICBOX PRODUCT: LISTKNIFE

ListKnife brings databases to life. It allows any variable or group of variables within the database to be selected, counted and analysed quickly and dynamically. With an intuitive Windows front-end, ListKnife can be used by most people within minutes. As a result, marketers can experiment with selections and explore interrelationships even from their laptop during a client meeting.

Research by EHS Brann Discovery in 2005 revealed that marketers struggle to make best use of their customer data. The survey said that '78 per cent of marketers don't know how to make the most of their databases'. Until now, dynamic analysis systems have been expensive and have required programming staff to undergo days of training before using them. As a consequence, such products are limited to those companies with the finances and manpower to use them.

One of the main challenges faced by marketers is the need to run repeated counts to gain some picture of the data available. Once produced, the information



is generally in the form of static tables that are not easy to interpret. By contrast, ListKnife uses drag-and-drop functionality, to enable any user familiar with a PC to build fairly complex selections from variables within a database. Five million selections can be counted per second and the results analysed.

A linked window allows the selection to be profiled by any database variable, quantifying its population within both the selection and the database as a whole. Relationships between variables can also

be explored and a report generated. Adjusting the selection logic and reprocessing the count is quick and easy.

Selections can be saved as entities or logic libraries, can be outputted as URN files or in various formats ready for mailing. The selection can also be cross-tabulated by any two or three variables in order to further analyse the data

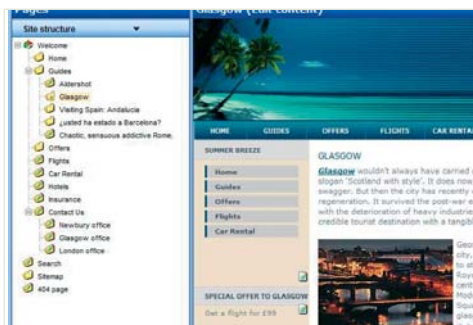
population of the selection. Such fine tuning ensures that any extract is correctly targeted. It is also possible to select a segment of a selection and output test mailings, which may be excluded from any subsequent selection.

ListKnife is already used by The Trading Floor to provide flexible information from its 10 million insurance and financial services industry records. Equifax also uses it to provide valuable insights into the 36 million records it holds on the edited electoral roll.

RUNNER UP: MEDIASURFACE PRODUCT: PEPPERIO

Pepperio is a website management tool that enables SMEs to exploit the marketing power of the Internet by allowing them to build and maintain websites, which would otherwise have been technically and financially out of their reach. Pepperio provides a professional-looking website, support and advice, hosting, plus a user-friendly interface to manage and change the website quickly and easily.

Lots of small businesses now



have websites but few have access to the right technical resources to ensure that the site is properly hosted and maintained. Pepperio allows SMEs to manage their site without any technical knowledge. It provides a hosted environment and all necessary set-up activities, including

design, branding, structure and integration with the back office. Best of all it's simple to use.

The graphic interface is based on the look of Microsoft Windows. New

pages and sections can be created, added and updated quickly and easily. Other kinds of content such as images, news feeds, picture files and articles can also be added. Pepperio can even manage multi-lingual content, including languages such as Chinese.

Companies already using Pepperio include Blu Ray Disc Association, Polymer Vision, MasterConcepts, Handshake Solutions and Lighthouse at Work. Mediasurface, which developed Pepperio, supplies some of the worlds' largest organisations with enterprise solutions to manage their websites. Pepperio allows smaller companies the same level of corporate quality at a predictable and affordable rate.

