

 The  
B2B Marketing  
*Awards* 2019



The Most Wanted

*Shortlist*

#B2BAwards

Category 1

**Best multichannel campaign**

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

**Making tax digital**  
for Sage by Gravity Global

**Me + Moo**  
for Cisco with 5G RuralFirst by Harvard

**Mitie's connected workspace**  
by Mitie

**Monsters**  
for Volkswagen Financial Services | Fleet  
by Graymatter

**Odd is good**  
for Kent Reliance for Intermediaries  
by Teamspirit

Category 2

**Best use of direct mail**

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

**HP 3D print**  
for HP by Transmission

**Lab-X direct mail campaign**  
for Hitachi High Tech-Analytical Science  
by Miramar

**Take the credit for a successful 2019**  
for ICIS by Perq Studio

**The art of destruction**  
for Shred-it by Really B2B

**The wonder of learning**  
by Sponge

# The Trailblazers



Category 3

### Best use of live-event marketing

**Atmosphere '18 EMEA**  
for Aruba, a Hewlett Packard Enterprise  
company by Quintessential Promotions Ltd

**Cisco Live 2019**  
for Cisco by George P. Johnson

**DigitalXChange product talks**  
by Applause

**Diversity and inclusion in grocery**  
for GroceryAid by Brand Brewery

**Kaleidoscope**  
by Accenture

**Transport hackathon**  
by Fujitsu

**UpFront**  
by Guardian News and Media

Category 4

### Best use of public relations

**Conquering Europe one block(chain) at a time**  
for ConsenSys by Red Lorry Yellow Lorry

**Getting Emma Mattress into bed with UK retailers**  
for Emma Mattress by FieldWorks

**Solving Brexit anxiety with robots**  
for Universal Robots by Say Communications

**The data literacy project**  
for Qlik by Brands2Life

**The future of print**  
for Ricoh by Harvard

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

**The Invisibles**  
for Experian by Weber Shandwick

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

Category 5

### Best use of creative

**Built on ITIL**  
for AXELOS by Earnest

**Code and response**  
by IBM Originals

**Extraordinary together**  
for CFM International  
by Gravity Global

**Me + Moo**  
for Cisco with 5G Ruralfirst  
by Harvard

**Somewhere to believe in**  
by Stein IAS

**The profit hunter**  
for Embraer by Gravity Global

**XBOXER Hybrid product launch**  
for Nuaire by Lesniak Swann

Category 6

### Best use of digital techniques or technologies

**City of firsts**  
for Cisco and CityVerve by Harvard

**EY Robots**  
for EY by Ogilvy UK

**Nuclear symphony**  
for EDF by Nucco Brain

**Samsung Business .com transformation**  
for Samsung Business by Publicis Sapient

**The profit hunter**  
for Embraer by Gravity Global

**The SafeTug 360° experience**  
for Trelleborg Marine & Infrastructure  
by Stein IAS

**Winning cloud migration**  
for DXC Technology/Oracle Corporation  
by ALIAS Partners

Category 7

**Best use of social media  
or influencer marketing**

**Always-on demand generation social campaign**  
for HERE Technologies by twogether

**Breaking new ground in social  
reach and influencer engagement**  
for Gemalto/Thales Group by Brands2Life

**Connections**  
for Volvo Construction Equipment by The Crocodile

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

**Engaging industry influencers with Hep2O**  
for Wavin UK/Hep2O by Tangerine Communications

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

**Vantage point**  
for Vodafone Business by Ogilvy UK

Category 8

**Best use of content marketing**

**City of firsts**  
for Cisco and CityVerve by Harvard

**Employee financial stress: The invisible  
drain on productivity and your bottom line**  
by Hub International

**Handling protection conversations with care**  
for Scottish Widows by Union Direct

**Inplace**  
for Nisbets by Foodsmiths Marketing

**Me + Moo**  
for Cisco with 5G RuralFirst by Harvard

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

**The profit hunter**  
for Embraer by Gravity Global

**Walk in their shoes – Johnny's story**  
by CACI

Category 9

**Best customer experience  
(CX) initiative**

**Completely customer obsessed**  
by Cisco Systems

**PwC CFO Quest Programme 2019**  
by PwC

**SocialBridge: Connecting and  
celebrating customers**  
by Cisco Systems

**Swipe to the cloud**  
for Oracle Corporation by MOI Global

**Texas adoption initiative**  
for Lexia Learning by UviaUs

**The SafeTug 360° experience**  
for Trelleborg Marine & Infrastructure by Stein IAS

**The work/life lounge**  
for American Express by We're Magnetic

Category 10

**Best use of customer insight**

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

**Beyond tomorrow**  
for Brüel & Kjær by  
Cross-Border Communications

**Find the advantage**  
for IBM by Ogilvy UK

**My Bosch rewards**  
for Bosch India – Power Tools  
by BI Worldwide

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

**The 11th chapter**  
for Genesys by MOI Global

**The currency of cyber trust**  
by Atos

**Welcome to status go**  
by Grant Thornton

Category 11

### Best use of thought leadership

**Digital towns**  
for Square by Harvard

**Every second counts**  
by IBM Originals

**Our cities**  
by CBRE

**Revealing the true cost of financial crime**  
by Refinitiv

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

**Thought leadership across the  
Oxford-Cambridge arc**  
by Bidwells

**Walk in their shoes – Johnny's story**  
by CACI

Category 12

### Best limited-budget campaign

**Rappin' rush**  
for SEMrush by April Six

**Show them what you're made of**  
for BSI by Digital Radish

**Somewhere to believe in**  
by Stein IAS

**The burning man**  
for DuPont by Fbiz

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

**Walk in their shoes – Johnny's story**  
by CACI

Category 13

### Most commercially successful campaign

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

**Business resilience**  
for Tanium by Transmission

**Data management disruptors**  
for Redstor by Really B2B

**Flash valve**  
for American Standard by Point To Point

**Changing futures**  
by KPMG

**Partner incentive**  
for Softcat by Miramar

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

**The currency of cyber trust**  
by Atos

Category 14

### Best integration of sales and marketing

**Aligning sales and marketing to generate  
more business**  
for Ricoh by HarveyDavid

**Business resilience**  
for Tanium by Transmission

**Data management disruptors**  
for Redstor by Really B2B

**See the road ahead**  
for CenturyLink by MOI Global

**Value creation in deals**  
by PwC

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

Category 15

### Best channel marketing initiative

- A global ISV partner nurture programme**  
for Microsoft by Kingpin Communications
- Changing the channel mindset from selling devices and minutes to business solutions**  
for Samsung Electronics America by OneGTM
- Channel account-based marketing – CABM**  
for Sage by Sherpa
- Connections**  
for Volvo Construction Equipment by The Crocodile
- Lenovo ThinkPad. It's the business**  
for Lenovo by April Six
- Work in/work out Microsoft Surface Go launch**  
for Westcoast by Revere
- Xerox expedition... a European adventure**  
for Xerox by Enigma Marketing

Category 16

### Best SME-targeted campaign

- #OpenUp**  
for BUPA by Wavemaker
- Making business bloom**  
for Westlands by Really B2B
- Making tax digital**  
for Sage by Gravity Global
- Monsters**  
for Volkswagen Financial Services | Fleet  
by Graymatter
- MTD – the "digital nightmare"**  
for Xero by December 19
- See Commvault from a new perspective**  
for Commvault by CMS Distribution
- Tudder 'Tinder for cows'**  
for Hectare Agritech by Octopus Group

Category 17

### Best corporate decision-maker targeted campaign

- A merry corporate Christmas**  
for M&S Corporate Gifts by Really B2B
- Agents of transformation**  
for AppDynamics by The Crocodile
- Business resilience**  
for Tanium by Transmission
- Changing futures**  
by KPMG
- EY robots**  
for EY by Ogilvy UK
- Find the advantage**  
for IBM by Ogilvy UK
- One-to-one ABM: Getting personal with the world's biggest vehicle manufacturers**  
for Masternaut by Digital Radish
- The profit hunter**  
for Embraer by Gravity Global

Category 18

### Best employee engagement programme

- 50,000 years younger**  
for AXA PPP Healthcare by Oliver
- Earth Day 2018**  
for VMware by AHA
- Infinity Screening film festival**  
for Samsung Electronics America  
by Iris North America
- Revitalising Tobago tourism**  
for Tobago Tourism Agency by Gravity Global
- The LG playoff predictor**  
for LG by Brand & Deliver



# The Mavericks

Category 19

## Best international campaign

- CFM: Extraordinary together**  
for CFM International by Gravity Global
- Revitalising Tobago tourism**  
for Tobago Tourism Agency by Gravity Global
- Symantec. Now what?**  
for Symantec by April Six
- The global talent crunch**  
for Korn Ferry by Man Bites Dog
- The profit hunter**  
for Embraer by Gravity Global

Category 20

## Best use of account-based marketing

- ABM programme**  
for O2 Business by The Marketing Practice
- Breaking down silos. Building scale**  
for SAP by MomentumABM
- Discover the power of both**  
for Masternaut by Digital Radish
- From zero engagement to CEO meet-ups**  
for Salesforce by Agent3
- Global 1:1 strategic ABM programme**  
for Hitachi Vantara by twogether
- One-to-one ABM: Getting personal with the world's biggest vehicle manufacturers**  
for Masternaut by Digital Radish
- The 11th chapter**  
for Genesys by MOI Global
- Winning new business through deal-based marketing**  
by Atos

Category 21

**Best brand initiative**

**Agents of transformation**  
for AppDynamics by The Crocodile

**Changing futures**  
for KPMG by Rooster Punk

**Södra Wood UK**  
for Södra Wood UK by Clear B2B

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

**The profit hunter**  
for Embraer by Gravity Global

**We get people**  
for O2 Business by The Marketing Practice

Category 22

**Best product launch campaign**

**ABB AAPT – Control your future, transform theirs**  
for ABB by Agency Inc

**Creating reality capture**  
for Leica Geosystems by The Think Tank

**Don't compromise on customer experience!**  
for NICE by McCann Tech

**Moody's CreditView**  
by Moody's Analytics

**Plug into now: A game changing launch for SmartVM**  
for Apex Analytix by Digital Radish

**Transport to a bigger world**  
for Nokia by Ogilvy UK

**XBOXER Hybrid product launch**  
for Nuaire by Lesniak Swann

Category 23

**Best lead generation or nurturing campaign**

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

**HSBC**  
for HSBC by Stein IAS

**IBM cloud**  
for IBM by Ogilvy India

**Sage 200cloud lead generation campaign**  
for Sage by Gravity Global

**Smart marketing marketing smart**  
for Trelleborg Marine & Infrastructure by Stein IAS

**Thinking differently**  
by Fujitsu

Category 24

**Best customer engagement initiative**

**Agents of transformation**  
for AppDynamics by The Crocodile

**Code and response**  
by IBM Originals

**Digital towns**  
for Square by Harvard

**The 11th chapter**  
for Genesys by MOI Global

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

**The Cisco Gateway**  
by Cisco

**The purple journey – from aware to secure to safe**  
by Performanta Group



Category 25

**B2B marketing team of the year**

HCL Technologies, analyst relations team  
Mastercard, new payment platforms division  
NHS Property Services  
Perkbox  
PwC  
Sports Information Services (SIS)  
Workfront EMEA

Category 26

**B2B marketer of the year**

**Amy Williams,**  
senior marketing manager,  
NHS Property Services  
**Gemma Davies,**  
director, global ABM strategy,  
ServiceNow  
**James Rowland,**  
director of digital optimisation, Refinitiv  
**John Harmeling,**  
CMO, Grant Thornton  
**Kobi Ben Meir,**  
marketing director, Yalber  
**Utkarsh Srivastav,**  
marketing and communications lead,  
Europe, L&T Technology Services

Category 27

**B2B PR agency of the year**

Brands2Life  
Harvard  
Napier Partnership Limited  
Nelson Bostock Unlimited  
Speed Communications  
Tangerine Communications

Category 28

**B2B marketing communications  
agency of the year**

Gravity Global  
Ogilvy UK  
Really B2B  
The Crocodile  
twogether  
Velocity Partners

# The B2B Marketing *Awards* 2019

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