



THE WORLD'S B2B AGENCY





BBN

The world's B2B agency

Let's start by asking what makes the world's best B2B agency?

In short, it's people. It's their passion. It's their attitude. It's the enormous levels of trust they have earned with clients and colleagues alike.

Collectively, the people in our partner agencies are amongst the world's most talented B2B marketing professionals. There are more than 1,000 experts who are able to put their specialist skills to good use for clients, united by a single proposition: BBN. The bold new generation of B2B agency.

BBN is a collaborative agency-owned organisation, with every agency-partner an equity shareholder – all sharing the same genuine passion for B2B. Our combined knowledge and understanding of communications in the sector is almost impossible to match.

Working together, our combined advantage means we significantly influence what can be achieved when a business talks to another business. We're proud to stand for full-service creativity that is not just brilliant but also surprising.

Our
story
so far





In 1987, Tim Hazelhurst, owner of a mid-size UK B2B agency, instigated a search for suitable agency partners, driven by a desire and need to offer an integrated, pan-European service. He met Sven Ake Armandt (owner of Sweden's leading B2B agency) at a conference in Brussels. Between them, they built what was then a pan European network called 'The B2B Network'. Agencies in Germany, France and Italy were immediately on board, with agencies in Spain, Finland, Norway, Belgium, Czech Republic and The Netherlands following soon afterwards.

From 1991, the vision was to clearly lead the way in providing the B2B network necessary for clients to reap the advantage of a European free trade arena. By 1992, BBN generated over 40% of Tim's agency's turnover and it was then the network expanded its reach to USA, Brazil, Japan, China and Australia and became the premier independent B2B network.

The message to prospective agencies was always; 'BBN is what you make it, not what you get from it' and one of the most significant advances made during this period was to create the 'BBN Multi-Cultural Workshop' where agency staff could learn and develop contact and brand strategies

together thus forging a common way of working. Today, this has grown to become our Annual BBN Academy and the message 'BBN is what you make it' is still used.

After 25 years of moderate growth and development, 2012 saw major changes throughout BBN, marking the beginning of an entirely new stage of its history. Some undertakings were small; others were very challenging.



The world's B2B experts

In 2013, we activated a series of changes within the organisation to make BBN stronger and more connected than ever before. We developed a series of tasks and launched a pivotal training workshop that acted as the trigger to kick-start a more powerful BBN, bringing our agencies closer and helping us become the world's best in B2B.

By 2014, we had improved the whole packaging of our global offering. Discussions were held on building up our proposition to be more bold and proud. To be truly successful, we agreed we needed to be more unified in the way we talk, in the way we behave, in the way we look and in the way we work.

Entering 2015, we had undertaken partner expansion, task team re-building and focused on raising our profile. Now we would concentrate on what it would take to win bigger. It was time to win larger accounts through tighter collaborative efforts between agencies and a unified single proposition: BBN - The World's B2B Agency.

As we moved into 2016, with two new partner agencies in Norway and Brazil and five new strategic partners, we asked owners to commit to actions and tasks that would continue to propel our growth and address our challenges.

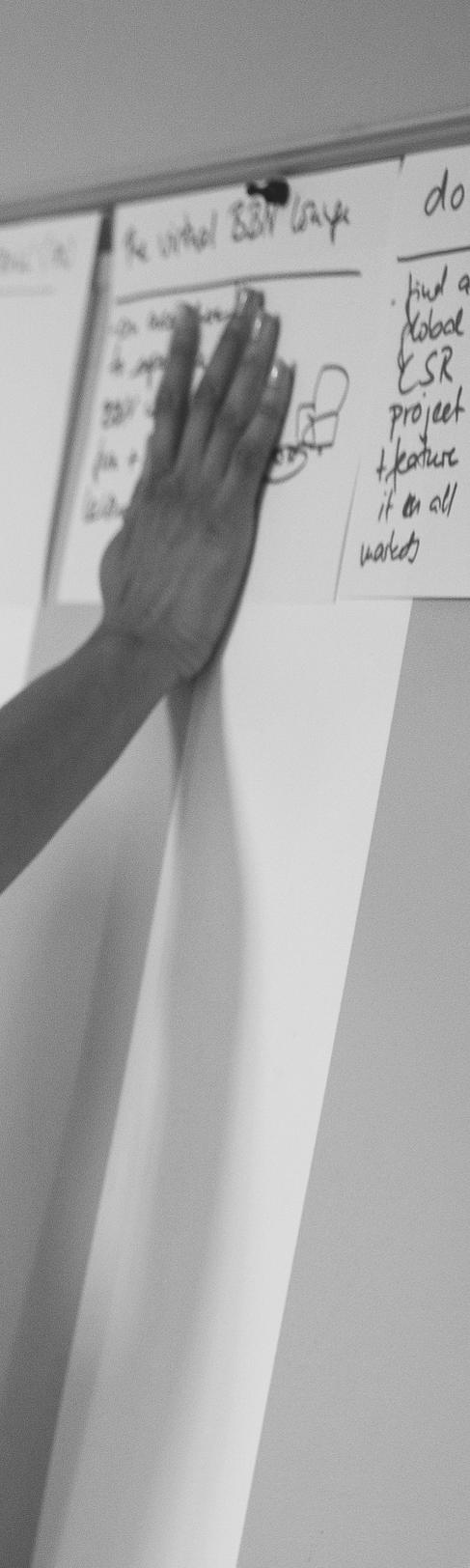
After securing two new partners in Mexico and Denmark in 2017, we are now ready to embark on a new business plan and address key issues that could propel BBN to the next level and become a true challenger brand within our industry. Advancements to our BBN Academy include an e-learning platform which will be completed before the end of the year and a transition to 100% partner-ownership will be realized.





Driven by
passion





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“When we had to launch our brand communication campaign across four different countries, having access to a communication agency network was a must. BBN partners provide very professional support in terms of coordination and consistency.”

**Etienne Bouquet, General Manager,
Dow Seeds Europe**

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BBN is a vibrant organisation, bursting with energy and enthusiasm for what we do. We're driven by a passion for developing and sharing industry-leading processes, systems and intellectual property for the greater good of all our partners and clients. Our dynamic spirit is infectious and inherent.

Our core strength lies in our highly structured, focused management, and we collaborate daily in real time, often across multiple territories, to support clients in every discipline. Our global matrix service model ensures that clients can cherry pick skills and expertise, allowing them to tap into exactly what's needed where and when they need it.

But it's not just collaboration and focus that makes us stand out. We've created the world's only truly integrated B2B marketing toolkit, called BBN Navigator, which offers best practice B2B marketing methodologies, processes and tools and has been adopted in all agency locations.

Best of both **worlds**

BBN is revelling in the creativity and personal attention of dealing with a locally based agency, while being backed by the might of a large, global organisation.



This intriguing combination delivers campaigns with the creative flair of independent agencies, coupled with the extensive reach of a global network enabling worldwide marketing strategies to be rolled out.

This means that campaigns can be executed seamlessly from deep insights into key markets that otherwise would not be so readily available. It means that strong and scalable cross-border capabilities can be easily demonstrated, with access to more than 1,100 B2B minds in 28 countries.



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“BBN London found emotional metrics were more likely to predict long-term success, whilst rational metrics were more likely to predict short-term success. We have seen a ‘hockey-stick’ shaped growing sales curve for our Visual COBOL solution. BBN London’s campaign achieved 100% of the annual sales target within the first 6 months – and, to top it off, it won Most Commercially Successful Campaign at the 2016 B2B Awards”

**Melissa Burns, Global Marketing,
Micro Focus**

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BBN's future
is **bright**



We're already actively building on our strong foundation and boldly moving forward. The hard work and results achieved have been laid down in BBN's best practice guidelines which maintains a firm level of high quality standards across all our partners.

We're now planning further expansion, while maintaining our robust position. We aim to successfully implement new international client projects across multiple territories and our ambitious future plans include expansion into other key global locations, giving us more scope to help more clients.





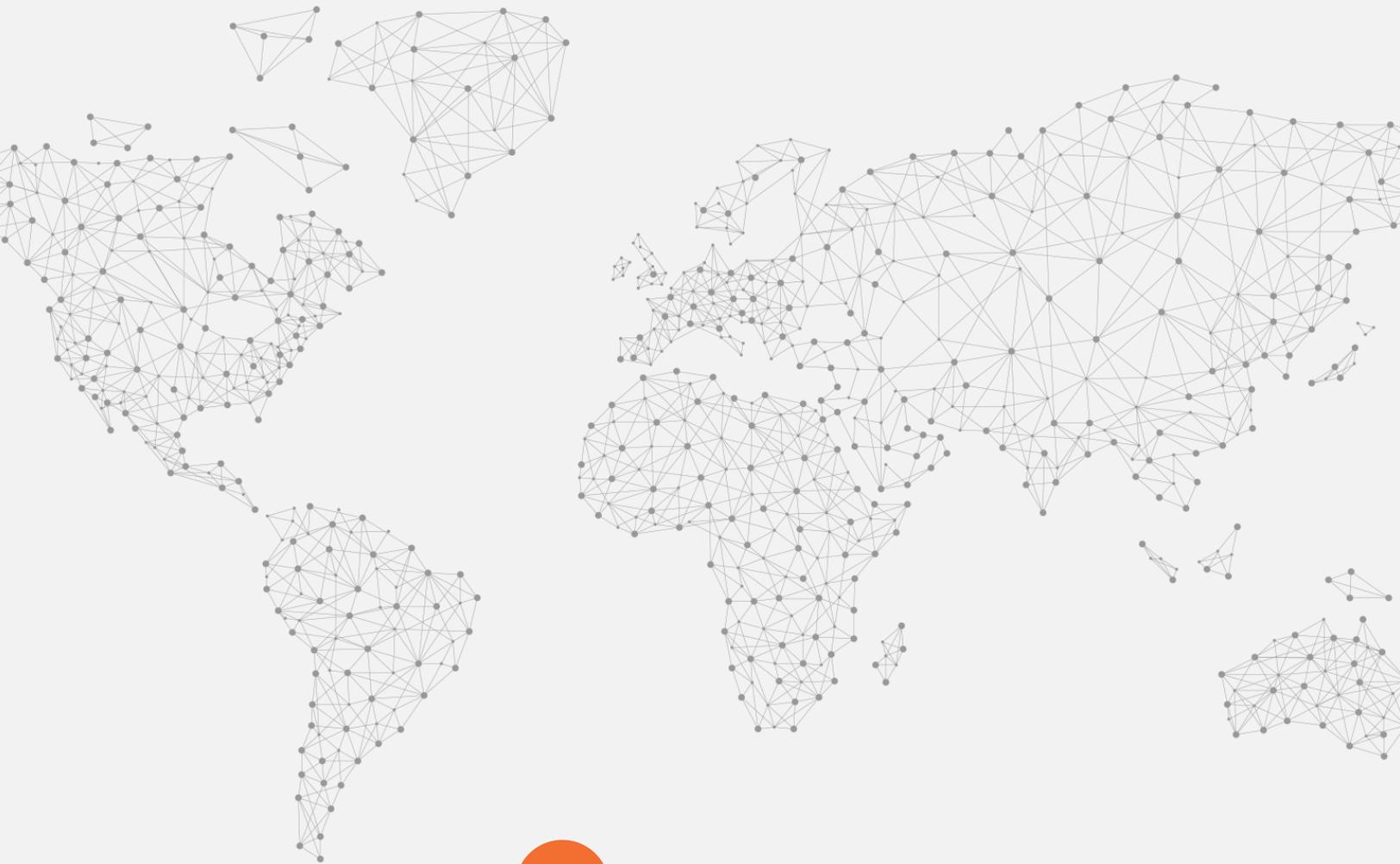
The story **continues....**



Want to read more about how BBN has supported our partner agencies and enriched individuals who have made BBN a part of their lives?

Read more from our partners by requesting our short stories collection by e-mailing: annette@bbn-international.com





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